

K[♥]CRUSH

AMERICA

SEOUL FASHION
WEEK 2022
SPECIAL EDITION



HYUNJEONG
KIM

NEW KOREAN DESIGNER
PROVIDES INSIGHT ABOUT
HER FASHION BEGINNINGS
TO WHAT INSPIRES HER
DESIGNS



KCRUSH INTERVIEW

WITH DESIGNER HYUNJEONG KIM
OF VIMUN STUDIO



Would you please briefly introduce yourself to our readers?

I am Kim Hyunjung, the designer of Vimun. After majoring in aesthetics and fashion, then accumulating experience in the fashion industry, I launched Vimun in 2019.

We are curious about how you got into the fashion business initially.

It felt inevitable. I got a lot of attention for being unusually tall and thin since I was young, so that might have been why I enjoyed dressing up. But then I became more attracted by the process of creating outfits rather than being seen wearing them, so everything kind of turned out to be inevitable from then onwards.

How did you create the brand name?

Vimun refers to the word [비문], which refers to an incomplete sentence. So this would mean that I am not the one to complete the outfit as the person creating the brand, but the outfit is completed by the wearer.

Tell us about the main brand concept of Vimun Studio.

The brand name ultimately becomes the brand concept. The concept is that the customer completes the incomplete sentence that I send their way.

Could you explain what inspired you for your collection at Seoul Fashion Week?

Vimun Collection 22 FW was based on the theme of 'A Room For New Things,' which was inspired by [Jean Prouvé](#), the master of pragmatic design. As a great architect and designer of the 20th century, Jean Prouvé was a pioneer of French design who showcased simple aesthetics and functionalism for practical use.

The various parts of the collection were launched by imagining the area with works by Jean Prouvé to mirror a concise silhouette and practical details that resembled his designs.

Which model would you like to work with in the future?

I would love to work with [Sora Choi](#), the Korean supermodel.

When do you feel the most rewarded as a fashion designer?

I think I felt the most rewarded when I had my debut as a fashion designer. Since the response has been great. ^^

Would you offer a piece of advice for those who would like to pursue a career in the fashion industry?

Since I am also at the starting stage myself, I would not be the most suitable to give out any advice. I hope we can do our best and then all meet in the field later.

<http://en.vimun.studio>

-J.Chung.



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